

LEO BURNETT U.S.A.

AD# BCK234-C4 R0Q4 M22713 "BUCK THE SYSTEM-TWO PACKS" Page 4/C Bleed (8 3/4" x 11 1/2") Nat'l Mag., 1990
Printed in U.S.A.

BUCK THE SYSTEM



Full rich flavor,
not full price.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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Mr.'s suggested retail price

Kings Lights: 11 mg "tar," 0.7 mg nicotine - Kings: 14 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.



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